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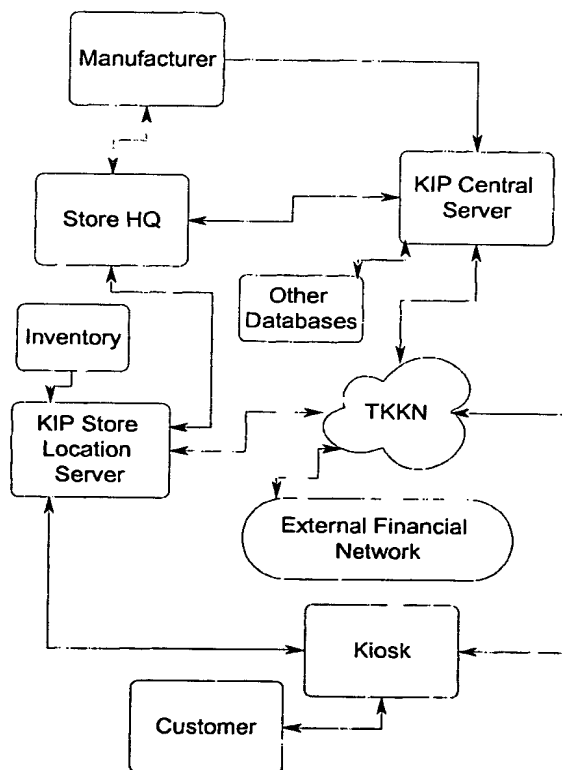
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[Continued on next page]

(54) Title: **AUTOMATED SALES CENTER**



(57) Abstract: The product information system (figure 1) of the present invention comprises a set of product information pages which comprises a product information page for each product sold within said system at any product sales organization site or available from any product producer within such system. The invention further comprises a set of product producers that comprises each of the product producers within such system that have a means for providing products to said product sales organizations, a set of product sales organization (figure 1) which comprises each of the product sales organizations within such system that have a means for displaying product information pages at points of sales where such means have product selection means for allowing customers (figure 1) to choose which specific product he customer wants to see the product information page, and an information handling organization where the information-handling organization provides a first correlation list.



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**AMENDED CLAIMS**

**[received by the International Bureau on 30 August 2004 (30.08.04);  
new claims 15-20 added; remaining claims unchanged (2 pages)]**

**New Claims:**

15. A method for providing contemporaneous product information to a customer at retail sales locations comprising the steps of:  
directing product sources to create and supply product pages;  
maintaining the product pages on a central location server;  
providing a specific sales location server with a site location product list; and  
downloading the product pages corresponding to said site location product list to said retail sales location server.

16. The method of claim 15 wherein the product pages are formatted to a defined data form specification.

17. The method of claim 15 wherein each product page is identified with a unique code identifier.

18. A product information system comprising:  
a set of product information pages which comprises a product information page for products sold within said system;  
a set of product producers that comprises a plurality of product producers within such system that have a means for providing products to said product sales organizations;  
a set of product sales organizations which comprises a plurality of product sales organizations within such system; and  
an information handling organization where said information-handling organization provides a first correlation list of product information page to individual product sales organization and a second correlation list correlating product producer with product information pages.

19. The system of claim 18, wherein said set of product information pages comprises a product information page for each product sold within said system at any product sales organization site or available from any product producer within such system.

20. The system of claim 19, wherein each of the product sales organizations have a means for displaying product information pages at points of sale where such means have

product selection means for allowing customers to choose for which specific product he customer wants to see the product information page.

**Statement Under Article 19**

Applicant respectfully submits that the new claims 15 – 20 are patentable over the references cited in the PCT Search Report dated 30 June 2004. In Blinn, et al. (U.S. 5,897,622), the merchant creates and maintains the product information pages, whereas new claim 15 requires the product sources be directed to create the product pages. Also, in Blinn, et al., the merchants and consumers communicate through the merchant system, while in new claim 15, the consumer communicates with the merchant's server, which downloads product pages from a second server that maintains the product pages and works with product sources. More particularly, claim 15 requires a central location server with product pages supplied by the product sources and a specific sales location server that downloads only the product pages it needs. The consumer accesses the product pages on the store's server. Further, Blinn, et al. is directed to an on-line store, while the claims are directed to a specific sales location. Thus, each and every element as set forth in Claim 15 and the claims that depend from it is not either expressly or inherently described in Blinn, et al.

Blinn, et al. does not teach a relationship between product producers and an information handling organization, which is required by claim 18. Thus, each and every element as set forth in claim 18 and the claims that depend from it is not either expressly or inherently described in Blinn, et al.